



WPTV

ORDER

Print Date 09/20/12

Page 1 of 2

Flight Dates **10/09/12-10/15/12**

Contract / Revision **311702 /**

Original Date / Revision
09/19/12 09/20/12

Advertiser **Negron / Republican / State**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Joe Negron for FL Senate

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **495**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

| Account Executive | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WFGC | % | |
| WFLX | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 18 | \$15,066.25 | \$17,725.00 | 0.00 |
| Totals | 18 | \$15,066.25 | \$17,725.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/15/12 | 18 | \$15,066.25 | \$17,725.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--------------------------|-------|----------------|-----------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WPTV | 10/09/12 | 10/12/12 | M-F 6-7a M-F 6-7a | CM | 6-7a | -- 1- 1-- | :30 | 2 | \$900.00 | P-1 | 0.00 | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -- 1- 1-- | | | | | 2 | \$900.00 | | 0.00 | | | |
| N 2 | WPTV | 10/09/12 | 10/12/12 | M-F 7-9a M-F 7-9a | CM | 7-9a | - 1- 11-- | :30 | 3 | \$950.00 | P-1 | 0.00 | NM | 3 | \$2,850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | - 1- 11-- | | | | | 3 | \$950.00 | | 0.00 | | | |
| N 3 | WPTV | 10/09/12 | 10/12/12 | M-F 6-630p M-F 6-630p | CM | 6-630p | - 111--- | :30 | 3 | \$1,325.00 | P-1 | 0.00 | NM | 3 | \$3,975.00 |



WPTV

Print Date: 09/20/12

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Contract / Revision **311702** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Negron / Republican / State** Product **Joe Negron for FL Senate** Estimate # **495**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|----------------------------|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 3 | WPTV | 10/09/12 | 10/12/12 | M-F 6-630p M-F 6-630p | CM | 6-630p | - 111--- | :30 | 3 | \$1,325.00 | P-1 | 0.00 | NM | 3 | \$3,975.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | - 111--- | | | | | 3 | \$1,325.00 | | 0.00 | | | |
| N 4 | WPTV | 10/13/12 | 10/13/12 | Sa 8-10a Sa 8-10a | CM | 8-10a | -----S- | :30 | 1 | \$725.00 | P-1 | 0.00 | NM | 1 | \$725.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | | | | | 1 | \$725.00 | | 0.00 | | | |
| N 5 | WPTV | 10/13/12 | 10/13/12 | Sa 6p Sa 6p | CM | 6-630p | -----S- | :30 | 1 | \$600.00 | P-1 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | | | | | 1 | \$600.00 | | 0.00 | | | |
| N 6 | WPTV | 10/13/12 | 10/13/12 | Sa 11-1130P Sa 11-1130p | CM | 11-1130p | -----S- | :30 | 1 | \$1,025.00 | P-1 | 0.00 | NM | 1 | \$1,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | | | | | 1 | \$1,025.00 | | 0.00 | | | |
| N 7 | WPTV | 10/14/12 | 10/14/12 | Su 7-8a Su 7-8a | CM | 7-8a | -----S | :30 | 1 | \$425.00 | P-1 | 0.00 | NM | 1 | \$425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | | | | 1 | \$425.00 | | 0.00 | | | |
| N 8 | WPTV | 10/14/12 | 10/14/12 | Su 9-10a Su 9-10a | CM | 9-10a | -----S | :30 | 1 | \$1,800.00 | P-1 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| N 9 | WPTV | 10/14/12 | 10/14/12 | Su 6p Su 6p | CM | 6-630p | -----S | :30 | 1 | \$600.00 | P-1 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | | | | 1 | \$600.00 | | 0.00 | | | |
| N 10 | WPTV | 10/14/12 | 10/14/12 | Su 11-1135p Su 11-1135p | CM | 11-1130p | -----S | :30 | 1 | \$750.00 | P-1 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | | | | 1 | \$750.00 | | 0.00 | | | |
| N 11 | WPTV | 10/15/12 | 10/15/12 | M-F 6-7a M-F 6-7a | CM | 6-7a | M----- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | M----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 12 | WPTV | 10/15/12 | 10/15/12 | M-F 7-9a M-F 7-9a | CM | 7-9a | M----- | :30 | 1 | \$950.00 | P-1 | 0.00 | NM | 1 | \$950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | M----- | | | | | 1 | \$950.00 | | 0.00 | | | |
| N 13 | WPTV | 10/15/12 | 10/15/12 | M-F 6-630p M-F 6-630p | CM | 6-630p | M----- | :30 | 1 | \$1,325.00 | P-1 | 0.00 | NM | 1 | \$1,325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | M----- | | | | | 1 | \$1,325.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 18 | \$17,725.00 |